

The Union County Chamber of Commerce
207 Depot St.
La Grande, OR. 97850
541-963-8588



The Union County Chamber of Commerce (“The Chamber”) and the Union County Tourism Promotion Advisory Committee (“UCTPAC”) invite grant applications for projects which will promote tourism to Union County. The purpose of the Union County TRT Grant Program is to increase the quantity and quality of overnight stays in lodging establishments in Union County, where the funds promote tourism marketing and promotion in accordance with ORS 320.300. Grant applications will be accepted through **March 29th, 2024 at 4:30 pm**. *Applications must be post marked or dropped off by the due date. Late applications will not be accepted.* The Chamber and UCTPAC, appointed by the City of La Grande and Union County Board of Commissioners, will review, and make recommendations for grant awards up to \$10,000 (based on the Chamber’s budget allocations). Awards will typically be announced no later than **April 30th, 2023**.

The Chamber and UCTPAC reserve the right to deny projects not meeting grant application criteria or supporting the mission of Union County Tourism, even if funding is available. Projects submitted outside of the grant cycle must be for new, nonrecurring projects/events (which were not planned in time to apply during the regular grant cycle) and will be considered on a case-by-case basis.

Nonprofit, for-profit organizations, businesses, and entities are eligible to apply for the Union County TRT Grants; however, grants will not be awarded to projects emphasizing private profitability and/or where investment could be considered a regular cost of doing business. Grant funds may only be used for Tourism Promotion or Tourism Related Facilities. Tourism Promotion is defined as materials and supplies, staffing, professional contracted services, or other costs in direct relation to advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists and visitors from outside the area (50+ miles) with the focus of generating tourists to encourage economic vitality. Tourism Related Facility costs are those related to conference, convention, or visitor information centers, other improved real property which has a useful life of ten or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

TOURISM GRANT FUNDING CRITERIA

- 1) Demonstrate how the proposed tourism-related project, event or activity will be focused on tourists (as defined under ORS 320.300(10)).
- 2) Demonstrate how the organization will use TRT funds for one or more of the following purposes:
 - a. advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. conducting strategic planning and research necessary to stimulate future tourism development;

- c. marketing special events and festivals designed to attract tourists;
 - d. operating a tourism promotion agency (as defined under ORS 320.300(8)); and/or
 - e. developing, constructing, or operating a tourism-related facility (as defined under ORS 320.300(9)).
- 3) Demonstrate how the proposed tourism-related project, event or activity will promote local tourism and describe the beneficial results for Union County, including, but not limited to, any or all the elements:
- a. increase in tourist dollars spent in Union County;
 - b. increase in overnight stays in hotels, motels, RV parks, inns, Bed and Breakfast establishments and other accommodations subject to the transient room tax and located within Union County;
 - c. increase in tourist visits to business establishments within Union County;
 - d. increase in publicity about Union County as a tourist destination; and
 - e. other primary or secondary benefits of increased tourism in Union County
- 4) Demonstrate how the applicant organization does or plans to comply with all applicable local, state and federal laws, ordinances and regulations relating to the organization and their proposed project, event, or tourism activities.

For additional information or questions please contact the Union County Chamber of Commerce. Completed applications may be dropped off at, emailed, or mailed to:

Union County Chamber of Commerce
 207 Depot St.
 La Grande, OR. 97850
director@visitunioncounty.org
 541-963-8588

Application:

TRT Grant: _____ Seed Funding (New Project or Event): _____

Organization: _____

Contact Name: _____

Mailing Address: _____

City: _____ St: _____ Zip: _____

Telephone: _____ Email: _____

Requested Amount: _____

Project Description

Provide a detailed description of the event, project, or activity and how it will be focused on tourists or tourism promotion (as defined under ORS 320.300 (10)) in Union County. Note: Projects must be completed within 12-24 months of contract signature.

Project Marketing Plan

Provide a comprehensive marketing plan and advertising strategies of how the event, project or activity will be marketed and promoted. Who is the target audience and what is your strategy for reaching this market. Be as detailed as possible (print, radio, social media, etc.). Include timelines for your marketing efforts (start date/finish dates). Show any matching funding that will be utilized - higher consideration will be given for those applications utilizing matching funding (typically 35%-50%), in-kind employee hours/wages is not considered matching funding. Explain how you plan to give credit to Union County Tourism for its support of your event, project, or activity.

Expected number of attendees (Events/Activities): _____

Expected number of tourists (defined by ORS 320.300(10)): _____

How will you track attendees and specifically tourists at ending the event, project, or activity.

Please list sponsors and partners and how they contribute to the project:

If this project is a regular recurring event or ongoing project, identify how you plan to use this funding to elevate the event, project, or activity. The goal being attracting more tourists and over-night stays.



Event Budget Spreadsheet - Name of Event: _____

Income	Estimated	Actual
Event Proceeds (entry fees, ticket sales, etc.)		
Totals		

Expenses	Estimated	Actual
Marketing (advertising, social media, print, etc)		
Totals		

Income	Estimated	Actual
Extra Sales (auction, raffles, misc. sales)		
Totals		

Expenses	Estimated	Actual
Other Expenses		
Totals		

Income	Estimated	Actual
Sponsorships		
Totals		

Income	Estimated	Actual
Donations		
Totals		

	Estimated	Actual
Overall Budget		
Income		
Expenses		
Net Profit (Loss)		



Project Budget Spreadsheet – Name of Project: _____

Project Expenses	Estimated	Actual
Marketing (advertising, social media, print, etc)		
Totals		

Funding Income	Estimated	Actual
Sponsorships, donations, etc.		
Totals		

	Estimated	Actual
Overall Budget		
Income		
Expenses		
Net Profit (Loss)		